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## 1st July 2016

### **Brussels: Fresh produce – the answer on all consumers wishes!**



“How to stop decreasing consumption of fruit and vegetables” has been one of the most burning topics at our annual event in June this year. We learned during a highly exiting presentation of Daphne Kasriel-Alexander, a Consumer Trend Consultant, that shoppers are more than just millennials or baby-boomers, but also agnostic in their purchase choice, have less and less time to buy and look more and more for greener food and mental well-being. And on top of this, the purchased good has to give added value to yourself or to others. Great, that our sector can provide the answer with the healthiest, most locally sourced and environmentally - friendly product of the planet! Now we only need to voice it - louder than ever before! Therefore, we proudly present another issue of the Freshfel Fresh Times with the most innovative and exiting ideas from the sector!

### **U.K: A walk in the streets of London - Note from the editor**



“Fruit-watching” is becoming an occupational disease of everyone who works for the sector. Strolls through shops during holidays serve as a local market study. And business trips with several airport stops are used, to hunt the healthiest choices in travel convenience. So did I during my visit at the “The London Produce Show” in June, looking for a healthy desert to finish a busy work day. And I found it! Illuminated like a cathedral – surrounded by the big fast food chains at Oxford Street: THE JUICEBOX. A little “Mecca” of fresh juice, piles of F&V for descent prices, ready to fight the battle against unhealthy eating lifestyle! Questionable stays the offer of strawberries topped with chocolate sauce – but the end justifies the means – and therefore I wouldn't want to deprive this little discovery from our dedicated readers.

See more on [Instagram](#).

## Number 3/2016

### **Norway: EAT MOVE SLEEP**



Bama, Norway's leading fresh produce importer together with the Norwegian Football Association and the Eat organization, are re-inventing the five-a-day-concept. The campaign is backed by the conviction, that more needs to be done, to secure the Norwegian public health. The website touches upon the most essential issues threatening in particular younger Norwegian citizens. This includes attractive input on how to eat well, how to exercise better and how to avoid binge watching all night long. Although the idea of “[MOVE EAT SLEEP](#)” might not be new among committed health lovers, unawareness about the risks of staying up to long, physical inactivity and the wrong food are still widespread. We think: this campaign goes beyond the usual “Eat fruit and veg” approach and touches on the important interdependence of all aspects of a healthy lifestyle.

## All across Europe: Snacking into another dimension!



While ready-to-eat fruit made its big breakthrough already a while ago, now the era of mini-vegetables has just begun. There we have Greenco, whose various snack brands hit the current Zeitgeist. Convenient packaging facilitates the distribution during long work meetings. And, with their intention, to be the ambassador of athletes, the brand Tommies@sport did not only provide attractive, child-friendly packaging but a roll-out project for sport clubs which aims to support healthy alternatives. Also Rijk Zwaan hasn't been lazy in the past years. The company has developed a range of varieties and innovative marketing gadgets, to promote the vegetable as a snack. Rijk Zwaan sees it's potential in the mixed segments – such as the tomato shaker mix composed by a variety of colors and shapes.

**So remember:** The innovation in variety, packaging and presentation will make snack vegetables a must-have of season 2016. We hope, this is a trend to stay.

## The Netherlands: BBQ Season is Eggplant-Season...

... at least in The Netherlands. Dutch farmers have decided to create a

common campaign, to promote the diversity of Dutch eggplants as an essential ingredient in the BBQ.



The campaigns title, which says: "I am also good on the grill", shows the route of march. With audio-spot in super markets and in the radio, a big audience shall learn more about the flexible use of the little violet wonder weapon, full off minerals and vitamins. The spots will be audible always on Thursdays, Fridays and Saturdays – at BBQ peak times. The campaign has been also rolled out during the Tony Stone BBQ competition in Hooddorp, where consumers have been surprised by a consignment of eggplants at home.

More information here:  
<http://bit.ly/294103B>

## France: Interfel celebrates "La Fraîch Attitude"

Interfel's "Fête des Fruits & Légumes Frais" between the 10th and 19th of June 2016 has been held under the new theme „Vivez la fraîche attitude“, which literally is a celebration of freshness. The celebration is a prolongation of the a whole week turning around fruit and vegetables all over the French "Hexagon". In the centre of the attention: to discover fresh products, discovering taste, texture, and flavour of F&V and to create a new

mood of cooking. The idea targets families and children.

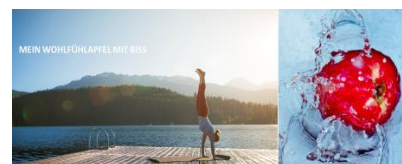


The mascots "Frugi" and "Veggi" are originating from a former EU-financed project. And with the competition for the most beautiful picnic, Interfel found a great way to encourage consumption of F&V. Chapeau!

<http://bit.ly/287NdOV>

## Germany: Wellness with apples

"Honeycrunch" is setting new benchmark, when it comes to the promotion of apple. With choosing the "Well-being" theme, the brand found a topic, which is setting itself off from the usual "health themes". And moreover it creates a new level of playing field for promotion. On 139 tasting-days all-over Germany at the point of sale, the company distributed 30.000 apples. Always accompanied with tips for wellness and well-being.



In Hamburg and Düsseldorf the company went a step further and created a mobile wellness oasis with free massages and sitting possibilities. The overarching theme: "Hey Honey – just make a break..." reached more than 150.000 people in

the respective shopping center locations. The promotion campaign has been crowned with a wellness-lottery on the website and all available social-media channels.

<http://bit.ly/295zUWa>

### Italy: Fruit around the clock with Fruit24



Apo Conerpo together with the Italian Ministry of Agriculture, financed by European funds, started their missions to get the Italian consumers back to fresh products. The "Fruit24"-website shall be the ultimate shopping directory – for the season and during the day. An informed usage of fresh products and more knowledge about the nutritional values of fresh produce – that's the march routes to go. The website is accompanied by promotional campaigns all over Italy.

### Japan: Hello Kitty - branded melon



A bit away from the usual ideas – but highly creative: A limited edition of 300 Hello Kitty faced watermelons will

be distributed by selected online outlets. The face of Hello Kitty is carved into the outside skin four weeks before the harvest and will become an organic looking image during the final growing season. Hello Kitty has cult status: in Japan and beyond. And the fans of the little comic cat have to live healthy as well. Funny idea – please try it at home!

<http://bit.ly/24viuaa>

### Spain: Local apples with an identity



To raise the awareness for the local origin of the apple, Spanish apple producer Nufri, goes a path, which is so far only known from big food producing companies: personalized apples. In a limited period of time, all apple will come with stickers, carrying the most common Spanish names as well as stickers saying "mum", "dad" or "grandma". The companies wants to reawake ties to the locally grown products and its benefits compared to imported apples. "We think it's important for people to know what is behind a product and the best way of doing this is to show them how it is produced," said Ignasi Argilés, commercial director at Nufri.

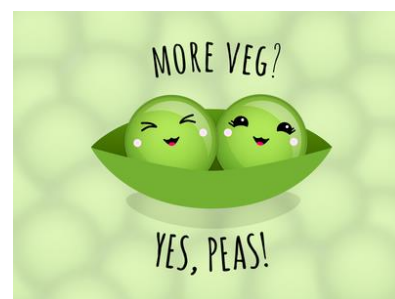
### Austria: A veggie-truck on tour

Sure it is advertisement, but it is also using the trend of

the moment, and therefore shall not be missing in this issue of the Fresh Times. Food Trucks are the food trend of the moment. In every town in Europe, food truck festivals are popping up – providing a tour through all parts of the world. And so is the Veggie-Truck from an Austrian retailer, providing the perfect tools for a lunchbreak with parasol and deck chairs – and of course a lot of snacks with from the vegetable shelf. Grilled vegetables, tomato-basil dips, almond shakes with berries....



### U.K.: Inauguration of the "Great British peas week"



Together with the Yes Peas! campaign, supported by famous British TV cook Rachel Green and the imitators of peas.org, British peas farmers launched the "Great British peas week" from 11<sup>th</sup> to 17<sup>th</sup> of July 2016. The week coincides with the beginning of pea harvest season. With the inauguration of an official week the farmers want to put the peas back on the agenda of the consumers and a reason to celebrate. Fresh Times is very "p' eased".